

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: (e.g. September 30, 20XX-September 29, 20XX)	April 1 st , 2016 – September 30, 2016
Authorized Representative Name:	Michael Skillicorn
Authorized Representative Phone:	413-535-1789
Authorized Representative Email:	mskillicorn@nuestras-raices.org
Recipient Organization Name:	Nuestras Raices
Project Title as Stated on Grant Agreement:	Siembrado en Holyoke! Holyoke Grown
Grant Agreement Number: (e.g. 14-FMPPX-XX-XXXX)	USDA-AMS-FMPP-2014
Year Grant was Awarded:	2014
Project City/State:	Holyoke, MA
Total Awarded Budget:	\$84,908

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

☒ Same Authorized Representative listed above (check if applicable).

☐ Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. **Goal/Objective 1: Drive retail traffic to the farm and increase foot traffic to our farm store**

- a. **Progress Made:** Responding to our experience during the 2015 season, we moved the location of our market to the plaza outside of the main Nuestras Raices offices at the intersection of Main and Cabot streets in Holyoke. This is a busy intersection in the city with high visibility, and car and foot traffic. Customers and sales at the market increased as a result of this move. To further increase traffic, we successfully incorporated activities for kids and adults to create a community atmosphere. We also incorporated fruits to the market, which were highly desired by our customers. Finally, we operated the Go Fresh! Mobile Market one day per week in Holyoke, stopping at seven low-income or public housing properties throughout the city. This dramatically increased the number of people we were able to reach, and the volume of fruits and vegetables distributed in the city.

- b. **Impact on Community:** As a result of the location of the market and increased foot traffic, community members were more easily able to access our fresh fruit and vegetables. We saw an increase in the use of WIC and Senior Farmer’s Market Coupons administered by MDAR. The use of SNAP benefits also increased, especially because of the Double SNAP match we provided with assistance from Community Involved in Sustaining Agriculture (CISA).

- ii. **Goal/Objective 2: Research Latino farm retail customer market**

- a. **Progress Made:** Our research during this phase of the project led us to compare prices of popular Latino vegetables in local super markets to those grown on our farm by our staff or tenant farmers. This research informed the pricing of our products and improved our competitiveness. Our operation of the Go Fresh Mobile Market was the most significant form of research into the Latino consumer market. We used a point of sale systems to thoroughly track our sales of specific products in specific locations throughout the city. The data we gathered helped us determine what products were popular for different demographics.

- b. **Impact on Community:** Gathering data helped changed our understanding of what products to offer our customers, and the resulting changes benefitted the community. For example, we discovered the strong popularity for a certain variety of shell beans popular in the Puerto Rican community, and aggressively sought them out to offer at our market and on the Go Fresh! Mobile Market.

NOTE: the original proposal included a third goal, a “Holyoke Grown” campaign. That was completed and reported on in the last grant report.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.
 - i. Number of direct jobs created: 1 FT farm marketing mgr, 2 PT market support roles, 1 FT site maintenance/mechanic
 - ii. Number of jobs retained: Same as i.
 - iii. Number of indirect jobs created: 1 PT farm hand, 5 PT assistants to our 9 tenant farmers, tech consultant, carpenter (not paid by FMPP), 9 vendors at Sept harvest festival celebrating cultural crops, 2 retail vendors at farm store, 1 PT mobile market manager, 2 PT mobile market assistants = 20
 - iv. Number of markets expanded: 2 farmers markets in Holyoke expanded cultural crop sales and marketing across 12 different farmer/producer/vendors, plus expanded farm store (1 venue), major farmers markets at festivals 2
 - v. Number of new markets established: 1 City of Holyoke Farmers Market, 1 mobile market 5 days/week, 18 stops across city of Springfield and Holyoke, MA
 - vi. We do not have specific data on sales for the farmer's market.
 - vii. Number of farmers/producers that have benefited from the project: 29
 - a. Percent Increase: 52% from inception

3. **Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?** The operation of the Go Fresh! Mobile Market expanded our reach to new communities in the region and greatly increased the quantity of product we purchased from our tenant farmers.

4. Discuss your community partnerships.
 - i. **Who are your community partners?** The City of Holyoke; Holyoke Chamber of Commerce; MA Department of Agriculture; SPARK Economic Development Initiative; State Representative Aaron Vega; USDA FSA; Enlace de Familias; the 600 member families of Nuestras Raices (los miembros); Holyoke Community College; Hispanic American Chamber Institute; Paulo Freire Social Justice Charter High School Holyoke; WK Kellogg Foundation; Spanish language local press and radio. Live Well Springfield; network of Latino artists, cooks, musicians, writers, entrepreneurs who work with us year-round, University of Amherst Stockbridge School of Agriculture Dr. Frank Mangan for seed stock development.
 - ii. **How have they contributed to the overall results of the FMPP project?** The Latino cultural community supports our markets and festivals – made possible by our network of Latino Arts and Culture practitioners -- so we continue to attract thousands of visitors to Holyoke. Nuestras Raices is a national model and we are the 4th most popular tourist destination in Holyoke, and that is absolutely much higher for Latino visitors. Through our grant from the Kellogg Foundation, we're building a new greenhouse at La Finca, along with one full size commercial greenhouse used for cultural crops and another grant to build a 2-acre urban orchard from an award from the MA Dept. of Ag. Our state rep and local USDA offices promote our work and invite us to forums and discussions about marketing local food for Latinos, the schools are working with our cultural crop farmers to educate chefs and buy for their cafeterias. The local Spanish language media is eager to help deliver the locally grown message to Latino households now reaching across half of Connecticut. The members of Nuestras Raices encourage cultural crop growth in community gardens and purchase these products from local sources. We are

expanding our sales into Springfield and our marketing as far as Hartford CT through the radio show. We have gotten state wide recognition that we are creating a Latino food system in Massachusetts.

- iii. **How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?** Each of these partners remains deeply involved in the Latino cultural crop development supported here by AMS. A main contributor has been the city of Holyoke, the sponsor of the Thursday city farmers market. The radio show is one of the highest rated shows in the station's their weekly programming, and people are recognizing our staff by their voices!. The garden in Paulo Freire Charter School allows us to reach around 500 families through garden-related programs and produce. With the renting of our Kitchen in our Main St. office we have been able to drive costumer traffic and spread the word of Nuestras Raices.

5. **Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?** No we are not.

6. **Have you publicized any results yet?*** We have not specifically publicized Nuestras Raices cultural crop marketing and development work.

- i. If yes, how did you publicize the results? In newsletter we'll communicate impact of the market.
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. **Have you collected any feedback from your community and additional stakeholders about your work?**

- i. If so, how did you collect the information? Feedback was not recorded from participants.
- ii. What feedback was relayed (specific comments)?

8. **Budget Summary:**

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☐
- ii. Did the project generate any income? The project did not generate income.
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. **Lessons Learned:**

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
 - a. The original market location on our farm was beneficial for exposing customers to the work we do on the farm, the natural beauty and productive potential of Holyoke land. Through this experience, we learned that our customer demographic is less likely to travel – albeit a short distance – to shop at the

- market. The new location at our offices was better for our customers, as it allowed them to walk to the market or take public transportation.
- b. We started the first month of the market without an EBT terminal capable of processing SNAP benefits. This was a limitation for us, and gave first time customers a first-impression that we did not accept SNAP. We learned that having a terminal from day one is very important to set a precedence for customers.
 - c. This season we increased the number of volunteers at our market. This was a positive experience. Volunteers often had connections in the community and brought friends and family to shop. They also increased the energy level at our markets and made it more fun for customers and staff.
 - d. We added vendors this year who provided a wider variety of products for sale. This variety was appreciated by our customers.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
 - a. Our recommendation to other organizations is to conduct thorough planning about available vendors and market locations before launching a market. Ask community members where they would prefer to shop and what products they would like to see to get an idea of how best to serve their needs.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
 - a. Our main focus moving forward will be on our Mobile Farmer's Market. We learned that a barrier to many people is getting to the market at the right time. Some live far away and have mobility challenges. The Mobile Market lowers these barriers by bringing the farmer's market right to people's doorsteps. We plan to stop weekly at all of the Public Housing properties in the City of Holyoke, which contain nearly 1000 units of housing, not including the many apartment buildings nearby many of these locations. The Market will operate year-round and create two permanent full-time jobs.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?